

**PHILIP MORRIS - MERIT WORKSHEET**  
**CHECKOUT COUPON PROPOSAL - Checkout Message**  
**1996 PROGRAM DESIGN**  
**This represents 28 days coverage with double couponing on**  
**Carlton, Vantage, Winston, Doral, Camel, & Now**

8/19/96

**FINAL COPY**  
 SIGNATURE \_\_\_\_\_  
 DATE \_\_\_\_\_

**Promoted Brands:** Merit

**Timing:** 96-12 (10/28/96 - 11/24/96)

**Markets:** Based on Grid - Add all Kmart Super Centers  
Trigger Cartons Only

**Triggers:** Competitive: vs Carlton, Vantage, Winston, Doral, Camel, & Now

Coupon + TNN Statement + Extended Checkout Message = \$.12

**Expiration:** 8 Rolling Weeks on 1st of 2, 12 Rolling Weeks on 2nd of 2

	Carlton 1st of 2 <u>Competitive</u>	Carlton 2nd of 2 <u>Competitive</u>	Vantage 1st of 2 <u>Competitive</u>	Vantage 2nd of 2 <u>Competitive</u>	Winston 1st of 2 <u>Competitive</u>	Winston 2nd of 2 <u>Competitive</u>	Doral 1st of 2 <u>Competitive</u>	Doral 2nd of 2 <u>Competitive</u>	Camel 1st of 2 <u>Competitive</u>	Camel 2nd of 2 <u>Competitive</u>	Now 1st of 2 <u>Competitive</u>	Now 2nd of 2 <u>Competitive</u>	<b>TOTAL</b>
Est Coupons dist:	60,000	60,000	35,000	35,000	160,000	160,000	57,000	57,000	60,000	60,000	38,000	38,000	820,000
Est Distribution Cost	\$ 7,200	\$ 5,400	\$ 4,200	\$ 3,150	\$ 19,200	\$ 14,400	\$ 6,840	\$ 5,130	\$ 7,200	\$ 5,400	\$ 4,560	\$ 3,420	\$ 86,100
Est Coupons Red	2,100	2,100	1,575	1,575	5,600	5,600	1,710	1,710	1,800	1,800	1,140	1,140	27,850
Est Redemption Cost (Includes Handling 10)	\$ 6,510	\$ 5,460	\$ 4,883	\$ 4,095	\$ 17,360	\$ 14,560	\$ 7,011	\$ 6,156	\$ 5,580	\$ 4,680	\$ 3,534	\$ 2,964	\$ 82,793
Estimated Total Cost	\$ 19,710	\$ 10,860	\$ 9,083	\$ 7,245	\$ 36,560	\$ 28,960	\$ 13,851	\$ 11,286	\$ 12,780	\$ 10,080	\$ 8,094	\$ 6,384	\$ 168,893
Parameters:													
Cost Per Coupon:	\$ 0.12	\$ 0.09	\$ 0.12	\$ 0.09	\$ 0.12	\$ 0.09	\$ 0.12	\$ 0.09	\$ 0.12	\$ 0.09	\$ 0.12	\$ 0.09	
Est Redemption %	3.5%	3.5%	4.5%	4.5%	3.5%	3.5%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	
Coupon Value	\$ 3.00	\$ 2.50	\$ 3.00	\$ 2.50	\$ 3.00	\$ 2.50	\$ 4.00	\$ 3.50	\$ 3.00	\$ 2.50	\$ 3.00	\$ 2.50	
Units Per Coupon	1	1	1	1	1	1	1	1	1	1	1	1	
Units Moved	2,100	2,100	1,575	1,575	5,600	5,600	1,710	1,710	1,800	1,800	1,140	1,140	27,850

Merpkest

Merit-dbl cpn \$.12

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**PHILIP MORRIS - MERIT WORKSHEET**  
**CHECKOUT COUPON PROPOSAL - Checkout Message**  
**1996 PROGRAM DESIGN**

**This represents 28 days coverage with no double couponing on  
 Carlton, Vantage, Winston, Doral, Camel, Now, GPC & Montclair**

8/19/96

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**Promoted Brands:** Merit

**Timing:** 96-12 (10/28/96 - 11/24/96)

**Markets:** Based on Grid - Add all Kmart Super Centers  
Trigger Packs Only

**Triggers:** Competitive: vs Carlton, Vantage, Winston, Doral, Camel, Now, GPC, & Montclair  
 Coupon + TNN Statement + Extended Checkout Message = \$.12

**Expiration:** 12 Rolling Weeks (changes to 8 Rolling Weeks when double couponing)

	Carlton B1G1F Competitive	Vantage B1G1F Competitive	Winston B1G1F Competitive	Doral B1G1F Competitive	Camel B1G1F Competitive	Now B1G1F Competitive	GPC B1G1F Competitive	Montclair B1G1F Competitive	TOTAL
Est Coupons dist:	70,000	70,000	200,000	50,000	200,000	40,000	50,000	20,000	700,000
Est Distribution Cost	\$ 8,400	\$ 8,400	\$ 24,000	\$ 6,000	\$ 24,000	\$ 4,800	\$ 6,000	\$ 2,400	\$ 84,000
Est Coupons Red	2,450	1,750	7,000	1,500	7,000	1,200	1,500	600	23,000
Est Redemption Cost (Includes Handling.10)	\$ 4,655	\$ 3,325	\$ 13,300	\$ 2,850	\$ 13,300	\$ 2,280	\$ 2,850	\$ 1,140	\$ 43,700
Estimated Total Cost	\$ 13,055	\$ 11,725	\$ 37,300	\$ 8,850	\$ 37,300	\$ 7,080	\$ 8,850	\$ 3,540	\$ 127,700
<b>Parameters:</b>									
Cost Per Coupon:	\$ 0.12	\$ 0.12	\$ 0.12	\$ 0.12	\$ 0.12	\$ 0.12	\$ 0.12	\$ 0.12	\$ 0.12
Est Redemption %	3.5%	2.5%	3.5%	3.0%	3.5%	3.0%	3.0%	3.0%	3.0%
Coupon Value	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80
Units Per Coupon	2	2	2	2	2	2	2	2	2
Units Moved	4,900	3,500	14,000	3,000	14,000	2,400	3,000	1,200	46,000

Meritest

Merit-dbl cpn \$.12

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**PHILIP MORRIS - MERIT WORKSHEET****CHECKOUT COUPON PROPOSAL - Checkout Message****1996 PROGRAM DESIGN****This represents 28 days coverage with double couponing****In cycle 97-01 as needed with different value on****Carlton, Vantage, Winston, Doral, Camel, Now, GPC & Montclair**

8/19/96

**FINAL COPY**

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

**Promoted Brands:** Merit**Timing:** 97-01 (12/30/96 - 1/26/97)**Markets:** Based on Grid - Add all Kmart Super Centers  
Trigger Packs Only**Triggers:** Competitive: vs Carlton, Vantage, Winston, Doral, Camel, Now, GPC, & Montclair  
Coupon + TNN Statement + Extended Checkout Message = \$.12**Expiration:** 12 Rolling Weeks

	Carlton B2G1f Competitive	Vantage B2G1f Competitive	Winston B2G1f Competitive	Doral B2G1f Competitive	Camel B2G1f Competitive	Now B2G1f Competitive	GPC B2G1f Competitive	Montclair B2G1f Competitive	TOTAL
Est Coupons dist:	70,000	70,000	200,000	50,000	200,000	40,000	50,000	20,000	700,000
Est Distribution Cost	\$ 6,300	\$ 6,300	\$ 18,000	\$ 4,500	\$ 18,000	\$ 3,600	\$ 4,500	\$ 1,800	\$ 63,000
Est Coupons Red	2,450	1,750	7,000	1,500	7,000	1,200	1,500	600	23,000
Est Redemption Cost (includes Handling, 10)	\$ 4,655	\$ 3,325	\$ 13,300	\$ 2,850	\$ 13,300	\$ 2,280	\$ 2,850	\$ 1,140	\$ 43,700
Estimated Total Cost	\$ 10,955	\$ 9,625	\$ 31,300	\$ 7,350	\$ 31,300	\$ 5,880	\$ 7,350	\$ 2,940	\$ 106,700
Parameters:									
Cost Per Coupon:	\$ 0.09	\$ 0.09	\$ 0.09	\$ 0.09	\$ 0.09	\$ 0.09	\$ 0.09	\$ 0.09	\$ 0.09
Est Redemption %	3.5%	2.5%	3.5%	3.0%	3.5%	3.0%	3.0%	3.0%	3.0%
Coupon Value	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80	\$ 1.80
Units Per Coupon	3	3	3	3	3	3	3	3	3
Units Moved	7,350	5,250	21,000	4,600	21,000	3,600	4,500	1,800	69,000

Meritest

Merit-dbl cpn \$ 12 (2)

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